

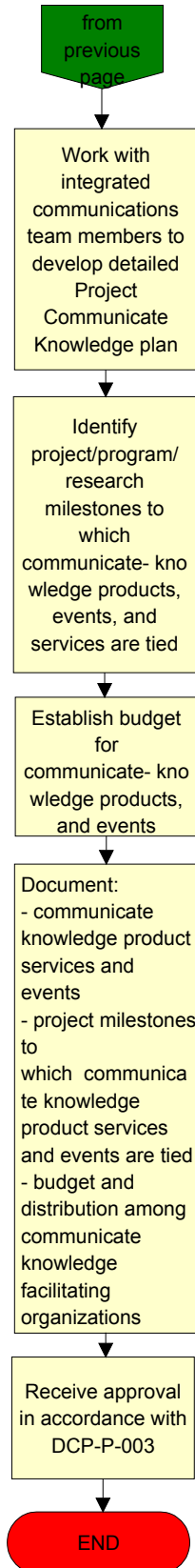
## Objectives:

- to organize, streamline and unify communications efforts being undertaken independently by Offices and Centers, eliminating duplication and expanding product availability through internal and external communication.
- to make all Functional Offices, Program Offices, and Center Project Offices aware of the other's communication activities, combining the expertise of each group where appropriate and working in tandem.
- to make all modes of communication for all NASA audiences available to every scientist, technologist, engineer, program manager and project manager from start to finish of each project.
- to widen the knowledge and availability of information on NASA to all segments of the public by centrally locating the information online for inquiries to NASA.
- to provide for the collection of metrics as required by the Government Performance and Results Act, 1993.

Electronically Approved by:  
Associate Director

**Note 1**

Contact the Chief of the PACE Office to establish contact with Integrated communications team members.



## Note 2

PRODUCTS											
					CUSTOMERS						
	Aerospace		Educational	General	Government				News	Technical	
	Industry	Businesses	Community	Public	Agencies	Legislators	Libraries	Museums	Media	Community	Scholars
News Releases*									X		
Fact Sheets*			X	X					X		
Video "Fact Sheets"			X	X							
Video Files*									X		
Media Events									X		
Interviews									X		
Lithographs			X	X							
Technology Workshops	X	X								X	
"Roadshows"	X	X				X				X	
Exhibits*	X	X	X	X	X	X				X	
NASA Tech Briefs*	X	X	X		X	X	X			X	
Technology OP Sheets	X	X								X	
Success Stories	X	X				X				X	
Patents & Licensing	X	X			X					X	
Archival Services*							X	X		X	X
Archival Svcs-Research Library*											
Archival Svcs-Flight Data*											
Monographs	X		X	X			X		X	X	X
Project Histories	X		X	X			X		X	X	X
Tours*	X	X	X	X	X	X				X	
X-Press Articles*			X	X			X	X	X		
NASA Nights*			X	X			X	X	X		
Speakers Bureau*	X	X	X	X	X		X	X	X	X	
Education Guides			X								
Posters			X	X			X	X	X		
Education Briefs			X								
Educator Workshops*			X			X	X	X	X		
Education Outreach*			X			X	X	X	X		
Educator/Student Open Houses			X			X			X		
Photographic Documentation*				X				X	X	X	X
Videographic Documentation*	X		X	X	X				X	X	
Graphic: Illustration/Animation	X		X	X	X	X			X	X	
Technical Reports*	X	X	X		X		X	X	X	X	X
WWW sites*	X	X	X	X	X	X	X	X	X	X	X
Flight Data Archives*			X		X					X	
Flight/Sim Data CD			X		X					X	
Simulation Distribution	X		X		X					X	
Feature Articles	X	X			X	X	X		X	X	
*Indicates a product, service, or event recommended for every program, project, or research activity											